B 96/989-2

SBA Directory of Business Development Publications

"Building Excellence in Enterprise"

THANK YOU
for your interest in the U.S. Small Business Administration. We are pleased to offer you our extensive library of business publications.

FINANCIAL MANAGEMENT AND ANALYSIS

FM 1 ABC's OF BORROWING * _____
Some small business people cannot understand why a lending institution refused to lend them money. Others have no trouble getting funds but are surprised to find strings attached to their loans. Learn the fundamentals of borrowing ... $1.00

FM 2 PROFIT COSTING AND PRICING FOR MANUFACTURERS _____
Uncover the latest techniques for pricing your products profitably ... $1.00

FM 3 BASIC BUDGETS FOR PROFIT PLANNING * _____
This publication takes the worry out of putting together a comprehensive budgeting system to monitor your profits and assess your financial operations ... $0.50

FM 4 UNDERSTANDING CASH FLOW _____
In order to survive, a business must have enough cash to meet its obligations. The owner/manager is shown how to plan for the movement of cash through the business and thus plan for future requirements ... $1.00

FM 5 A VENTURE CAPITAL PRIMER FOR SMALL BUSINESS * _____
This best-seller highlights the venture capital resources available and how to develop a proposal for obtaining these funds ... $0.50

FM 6 ACCOUNTING SERVICES FOR SMALL SERVICE FIRMS _____
Sample profit/loss statements are used to illustrate how accounting services can help expose and correct trouble spots in a business' financial records ... $0.50

FM 7 ANALYZE YOUR RECORDS TO REDUCE COSTS _____
Cost reduction is not simply slashing any and all expenses. Understand the nature of expenses and how they inter-relate with sales, inventories and profits. Achieve greater profits through more efficient use of the dollar ... $0.50

FM 8 BUDGETING IN A SMALL BUSINESS FIRM _____
Learn how to set up and keep sound financial records. Study how to effectively use journals, ledgers and charts to increase profits ... $0.50

FM 9 SOUND CASH MANAGEMENT AND BORROWING _____
Avoid a "cash crisis" through proper use of cash budgets, cash flow projections and planned borrowing concepts ... $0.50

FM 10 RECORDKEEPING IN A SMALL BUSINESS * _____
Need some basic advice on setting up a useful record keeping system? This publication describes how ... $1.00

FM 11 BREAKEVEN ANALYSIS: A DECISION MAKING TOOL _____
Learn how "breakeven analysis" enables the manager/owner to make better decisions concerning sales, profits and costs ... $1.00

FM 12 A PRICING CHECKLIST FOR SMALL RETAILERS _____
The owner/manager of a small retail business can use this checklist to apply proven pricing strategies that can lead to profits ... $0.50

FM 13 PRICING YOUR PRODUCTS AND SERVICES PROFITABLY _____
Discusses how to price your products profitably, how to use the various techniques of pricing and when to use these techniques to your advantage ... $1.00

GENERAL MANAGEMENT AND PLANNING

MP 1 EFFECTIVE BUSINESS COMMUNICATIONS _____
Explains the importance of business communications and how they play a valuable role in business success ... $0.50

MP 2 LOCATING OR RELOCATING YOUR BUSINESS _____
Learn how a company's market, available labor force, transportation and raw materials are affected when selecting a business location ... $1.00

MP 3 PROBLEMS IN MANAGING A FAMILY-OWNED BUSINESS _____
Specific problems exist when attempting to make a family-owned business successful. This publication offers suggestions on how to overcome these difficulties ... $0.50

MP 4 BUSINESS PLAN FOR SMALL MANUFACTURERS _____
Designed to help an owner/manager of a small manufacturing firm. This publication covers all the basic information necessary to develop an effective business plan ... $1.00

MP 5 BUSINESS PLAN FOR SMALL CONSTRUCTION FIRMS _____
This publication is designed to help an owner/manager of a small construction company pull together the resources to develop a business plan ... $1.00

MP 6 PLANNING AND GOAL SETTING FOR SMALL BUSINESS * _____
Learn how to plan for success ... $0.50

MP 7 FIXING PRODUCTION MISTAKES _____
Structured as a checklist, this publication emphasizes the steps that should be taken by a manufacturer when a production mistake has been found ... $0.50

MP 8 SHOULD YOU LEASE OR BUY EQUIPMENT? _____
Describes various aspects of the lease/buy decision. It lists advantages and disadvantages of leasing and provides a format for comparing the costs of the two ... $0.50

MP 9 BUSINESS PLAN FOR RETAILERS _____
Learn how to develop a business plan for a retail business ... $1.00

MP 10 CHOOSING A RETAIL LOCATION _____
Learn about current retail site selection techniques such as demographic and traffic analysis. This publication addresses the hard questions the retailer must answer before making the choice of a store location ... $1.00

MP 11 BUSINESS PLAN FOR SMALL SERVICE FIRMS _____
Outlines the key points to be included in the business plan of a small service firm ... $0.50

MP 12 GOING INTO BUSINESS * _____
This best-seller highlights important considerations you should know in reaching a decision to start your own business. It also includes a checklist for going into business ... $0.50

MP 14 HOW TO GET STARTED WITH A SMALL BUSINESS COMPUTER
Helps you forecast your computer needs, evaluate the alternative choices and select the right computer system for your business ... $1.00

MP 15 THE BUSINESS PLAN FOR HOMEBASED BUSINESS * _____
Provides a comprehensive approach to developing a business plan for a homebased business. If you are convinced that a profitable home business is attainable, this publication will provide a step-by-step guide to develop a plan for your business ... $1.00

MP 16 HOW TO BUY OR SELL A BUSINESS _____
Learn several techniques used in determining the best price to buy or sell a small business ... $1.00

* Denotes our best sellers

SBA 1.13/4:

SBA 115A-M (1-89)

Office of Business Development
U.S. SMALL BUSINESS ADMINISTRATION

MP 17 PURCHASING FOR OWNERS OF SMALL PLANTS_____
Presents an outline of an effective purchasing program. Also includes a bibliography for further research into industrial purchasing ... $0.50

MP 18 BUYING FOR RETAIL STORES _____
Discusses the latest trends in retail buying. Includes a bibliography that references a wide variety of private and public sources of information on most aspects of retail buying ... $1.00

MP 19 SMALL BUSINESS DECISION MAKING _____
Acquaint yourself with the wealth of information available on management approaches to identify, analyze and solve business problems ... $1.00

MP 20 BUSINESS CONTINUATION PLANNING _____
Provides an overview of business owner's life insurance needs that are not typically considered until after the death of one of the business' principal owners ... $1.00

MP 21 DEVELOPING A STATEGIC BUSINESS PLAN * _____
Helps you develop a strategic action plan for your small business ... $1.00

MP 22 INVENTORY MANAGEMENT _____
Discusses the purpose of inventory management, types of inventories, record keeping and forecasting inventory levels ... $0.50

MP 23 TECHNIQUES FOR PROBLEM SOLVING _____
Instructs the small business person on the key techniques of problem solving and problem identification, as well as designing and implementing a plan to correct these problems ... $1.00

MP 24 TECHNIQUES FOR PRODUCTIVITY IMPROVEMENT _____
Learn to increase worker output through motiviating "quality of work life" concepts and tailoring benefits to meet the needs of the employees ... $1.00

MP 25 SELECTING THE LEGAL STRUCTURE FOR YOUR BUSINESS _____
Discusses the various legal structures that a small business can use in setting up its operations. It briefly identifies the types of legal structures and lists the advantages and disadvantages of each ... $0.50

MP 26 EVALUATING FRANCHISE OPPORTUNITIES _____
Although the success rate for franchise-owned businesses is significantly better than start-up businesses, success is not guaranteed. Evaluate franchise opportunities and select the business that's right for you ... $0.50

MP 27 STARTING A RETAIL TRAVEL AGENCY _____
Travel agencies are a rewarding yet challenging business. Learn how to start your own agency ... $1.00

MP 28 SMALL BUSINESS RISK MANAGEMENT GUIDE _____
Strengthen your insurance program by identifying, minimizing and eliminating business risks. This guide can help you secure adequate insurance protection for your company ... $1.00

CRIME PREVENTION

CP 1 REDUCING SHOPLIFTING LOSSES _____
Learn the latest techniques on how to spot, deter, apprehend and prosecute shoplifters ... $0.50

CP 2 CURTAILING CRIME — INSIDE AND OUT ____
Positive steps can be taken to curb crime. They include safeguards against employee dishonesty and ways to control shoplifting. In addition, this publication includes measures to outwit bad check passing and ways to prevent burglary and robbery ... $1.00

CP 3 A SMALL BUSINESS GUIDE TO COMPUTER SECURITY _____
The computer is a valuable and essential part of many small businesses and your computer related assets need protection. This publication helps you understand the nature of computer security risks and offers timely advice on how to control them ... $1.00

MARKETING

MT 1 CREATIVE SELLING: THE COMPETITIVE EDGE *_____
Explains how to use creative selling techniques to increase profits ... $9.50

MT 2 MARKETING FOR SMALL BUSINESS: AN OVERVIEW * _____
Provides an overview of "Marketing" concepts and contains an extensive bibliography of sources covering the subject of marketing ... $1.00

MT 3 IS THE INDEPENDENT SALES AGENT FOR YOU? ____
Provides guidelines that help the owner of a small company determine if a sales agent is needed and pointers on how to choose one ... $0.50

MT 4 MARKETING CHECKLIST FOR SMALL RETAILERS _____
This checklist is for the owner/manager of a small retail business. The questions outlined cover customer analysis, buying, pricing and promotion and other factors in the retail marketing process ... $1.00

MT 8 RESEARCH YOUR MARKET * _____
Learn what market research is and how you can benefit from it. Introduces inexpensive techniques that small business owners can apply to gather facts about their customer base and how to expand it ... $1.00

MT 9 SELLING BY MAIL ORDER ____
Provides basic information on how to run a successful mail order business. Includes information on product selection, pricing, testing and writing effective advertisements ... $1.00

MT 10 MARKET OVERSEAS WITH U.S. GOVERNMENT HELP _____
Entering the overseas marketplace offers exciting opportunities to increase company sales and profits. Learn about the programs available to help small businesses break into the world of exporting ... $1.00

MT 11 ADVERTISING ____
Advertising is critical to the success of any small business. Learn how you can effectively market your products and services ... $1.00

PERSONNEL MANAGEMENT

PM 1 CHECKLIST FOR DEVELOPING A TRAINING PROGRAM _____
Describes a step-by-step process of setting up an effective employee training program ... $0.50

PM 2 EMPLOYEES: HOW TO FIND AND PAY THEM _____
A business is only as good as the people in it. Learn how to find and hire the right employees ... $1.00

PM 3 MANAGING EMPLOYEE BENEFITS _____
Describes employee benefits as one part of the total compensation package and discusses proper management of benefits ... $1.00

NEW PRODUCTS/IDEAS/INVENTIONS

PI 1 CAN YOU MAKE MONEY WITH YOUR IDEA OR INVENTION? _____
This publication is a step-by-step guide which shows how you can make money by turning your creative ideas into marketable products. It is a resource for entrepreneurs attempting to establish themselves in the marketplace ... $0.50

PI 2 INTRODUCTION TO PATENTS _____
Offers some basic facts about patents to help clarify your rights. It discusses the relationships among a business, an inventor and the Patent and Trademark Office to ensure protection of your product and to avoid or win infringement suits ... $0.50

SBA collects a minimum donation for each publication it distributes. The minimum donation amount is indicated next to the publication description.

How to Order

1. Circle the publication numbers of the title you want. If you desire more than one copy of a publication, indicate the quantity on the line to the right of the publication title.

2. Complete the following:
   Total Number of publications ordered _____
   Amount Due SBA $ _____

3. Make your check or money order payable to:
   U.S. Small Business Administration
   (NOTE: No cash, credit cards or purchase orders please!)

4. Mail the entire form with your donation to:
   U.S. Small Business Administration
   P.O. Box 15434
   Fort Worth, Texas 76119

Thank You!

Name _____

Address _____

City, State _____

Zip Code _____